

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of transforming the ~~appearance~~ shape of an existing product display unit, said display unit having at least one side portion associated therewith, and channel means associated with the bottom portion of the unit, the method comprising the steps of:

(a) selecting a shape other than the shape of at least one side portion of the product display unit itself into which the shape ~~appearance~~ of the product display unit will be transformed;

(b) forming a panel member separate and apart from the product display unit itself which incorporates the shape selected in step (a) above, said panel member having a bottom flange portion engageable with the existing product display unit; and

(c) attaching said panel member to at least one side portion of the product display unit so as to transform the ~~appearance~~ shape of at least one side portion of the product display unit into the shape selected in step (a) above, the bottom flange portion of said panel member being engageable with the channel means associated with the bottom portion of the product display unit.

2. (Currently Amended) The method of claim 1 wherein said panel member includes a top flange portion extending in the same plane of said panel member, said top flange portion being engageable with the existing product display unit.

3. (Cancelled)

4. (Original) The method of claim 1 wherein said panel member includes at least one side wing panel portion, said side wing panel portion extending partially around and mating with portions of the existing product display unit.

5. (Currently Amended) A method of changing the ~~appearance~~ contour of a product display unit, said product display unit having a specific ~~appearance~~ contour and having at least one side portion associated therewith, and the method comprising the steps of:

(a) selecting a new contour ~~appearance~~ for at least one side portion of the product display unit wherein said selected contour ~~appearance~~ is different from the specific contour ~~appearance~~ of at least one side portion of the product display unit;

(b) forming a panel member representative of the new contour ~~appearance~~ selected in step (a) above when said panel member is assembled onto the product display unit, said panel member having top and bottom flange portions, said top and bottom flange portions being respectively engageable with the existing product display unit;

(c) attaching said panel member to at least one side portion of the product display unit thereby changing the ~~appearance~~ contour of the product display unit to the new ~~appearance~~

contour selected in step (a) above, the top flange portion of said panel member being engageable with the upper portion of the product display unit and the bottom flange portion of said panel member being engageable with the bottom portion of the product display unit.

6. (Cancelled)

7. (Original) The method of claim 5 wherein said panel member includes extending side portions on each opposed side portion thereof, said extending side portions mating with other portions of the product display unit when said panel member is attached thereto.

8. (Currently Amended) A method of changing the ~~appearance~~ contour of a product display unit wherein the product display unit includes a body container, a chilling tub having a projecting downturned rim portion forming upper channel means around the periphery of the product display unit, the projecting downturned rim portion engaging the upper portion of the body container, and a floor member having lower channel means associated therewith for receiving the lower portion of the body container, the method comprising the steps of:

(a) selecting a panel member having a contour ~~an appearance~~ associated therewith different from the specific contour ~~appearance~~ associated with at least a portion of the body container, said panel member having a top flange portion and a bottom flange portion associated therewith;

(b) attaching said panel member to the product display unit wherein the top flange portion of said panel member is receivable within the upper channel means associated with the

product display unit and the bottom flange portion of said panel member is receivable within the bottom channel means of the product display unit, attachment of said panel member to the product display unit changing the ~~appearance~~ contour of at least a portion of the product display unit.

9. (Original) The method of claim 8 wherein said panel member includes at least one side wing panel portion, said at least one side wing panel portion extending partially around portions of the product display unit when said panel member is attached thereto.

10. (Original) The method of claim 8 wherein the product display unit further includes a lid member engageable with the chilling tub for controlling access thereto.

11. (Cancelled)

12. (Cancelled)